



# SOCIAL MEDIA

YOUR MODERN MARKETING SOLUTION

**STAY POSITIVE**  
advertising & multimedia

# CONTENT

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# WHAT IS SOCIAL MEDIA?

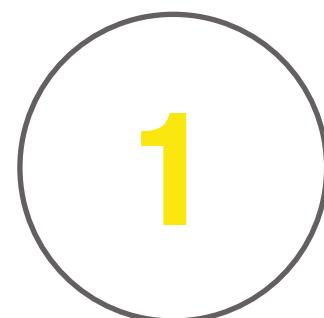
Social media is a catch-all term for a variety of internet applications that allow users to create content and interact with each other.

This interaction can take many forms, but some common types include:

- Sharing links to interesting content produced by third parties
- Public updates to a profile, including information on current activities and even location data
- Sharing photos, videos and posts
- Commenting on the photos, posts, updates, videos and links shared by others
- Paid Ads

# SOCIAL MEDIA MANAGEMENT

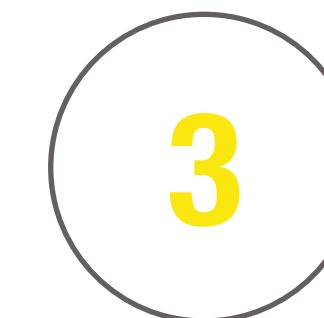
Social Media is the perfect way to become interactive with your customers. With a customized plan for your business, you will be able to stay involved with your target audience. We customize a digital marketing campaign that will be the most successful for your business or industry.



research  
& writing



publish  
content



social  
broadcast



engage  
& refer



report  
& refine

# BENEFITS OF USING SOCIAL MEDIA?

- Gaining traffic
- Interacting with your customers
- Increased Sales
- Reputation management
- Marketing research
- Inexpensive
- The reach is global
- Save on advertising

# 5 STEPS TO A SUCCESSFUL STRATEGY

- **Set Goals & Objectives** Start big and work down
- **Define your audience** Don't just use demographics but expand with psychographics
- **Social Media Platforms** Decide on which digital media will help you connect with your audience
- **Create engaging content** Content is king
- **Measurement and Testing** You need to constantly analyze your social media strategy to understand how effective it is

# THAT IS WHERE YOUR CUSTOMERS ARE...



**Facebook**

1 Billion registered accounts

3.2 billion likes & comments / day



**Twitter**

350 million active users per month

200 billion tweets / month



**Instagram**

1 billion users worldwide

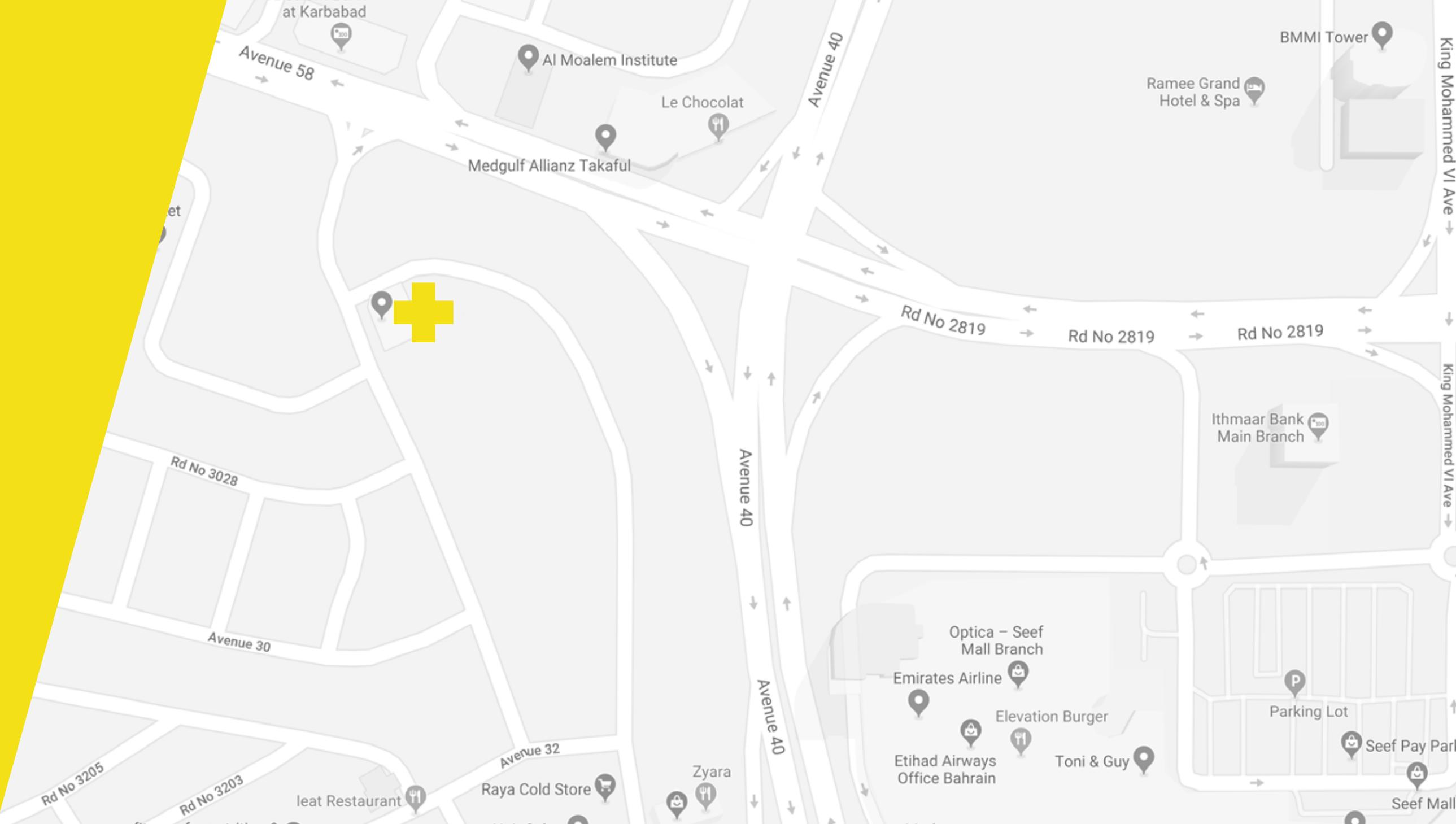
100 million posts / day

- **LinkedIn:** 260 million active users
- **Youtube:** 1.3 billion active users

# CONCLUSION

There is no denying that Social media marketing has many advantages for startups and established brands. By regular updating the right social media marketing strategy, it will lead to increased traffic, better SEO, improved brand loyalty, healthier customer satisfaction and much more. Your competition is already increasing on social media day by day, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business.

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